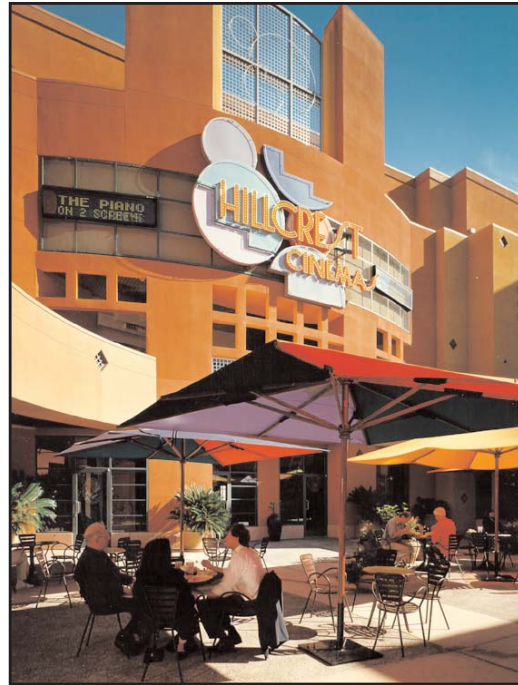


# Anytown Village

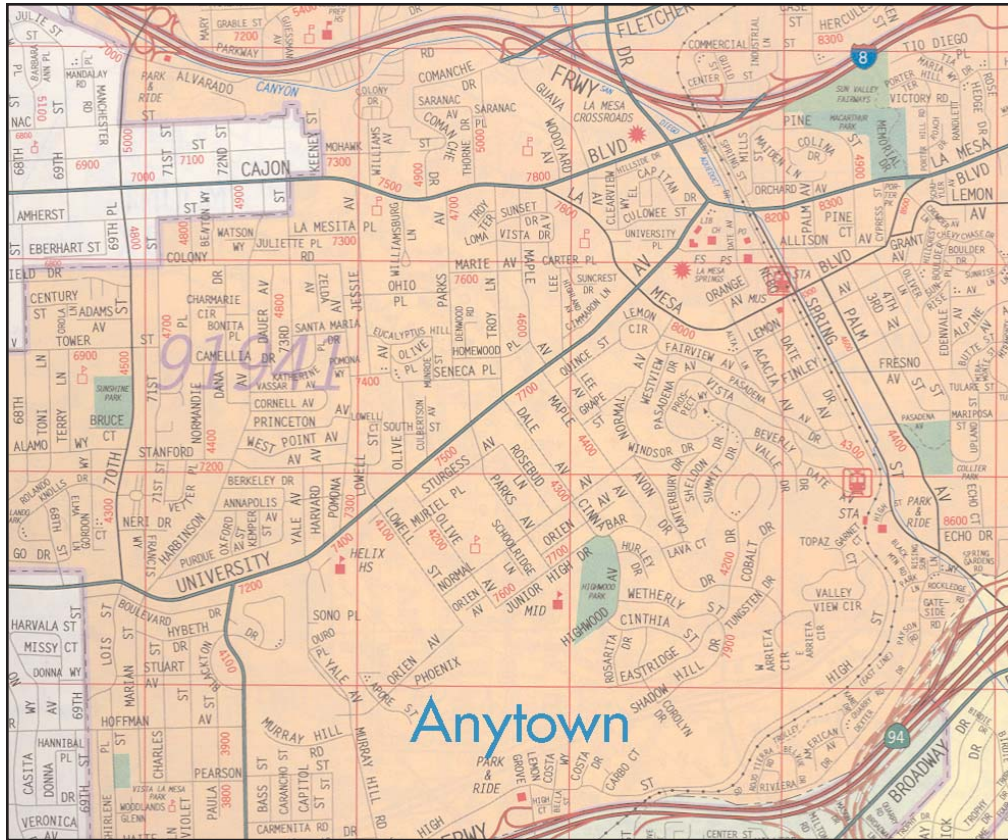
## Pilot Village Application

### March 14, 2003



*The following information is provided as an example of what a pilot village application could look like. The information provided in actual pilot village applications will differ, and should accurately reflect the site being proposed.*

# Project X



(Vicinity map)

Smith and Company/ Anytown Business Improvement District  
1234 Maple Street  
Anytown, USA 12345

Joe Smith  
President  
(555) 555-5555  
(555) 444-4444  
jsmith@sandco.com

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**Threshold Criteria**

1. *Project site must be within one half mile in distance to an existing/planned transit stop.*

The project site is included in the MTDB Transit First plan. By the year 2005 there will be red line service running parallel to the northern edge of the proposed village. The future red line transit stop is connected to the heart of the village by a main street and is complemented by two existing bus routes.

2. *Site must be able to be assembled and entitled within eighteen months. There must also be a viable developing entity with access to financing.*

The project site is a 20-acre greyfield, in single ownership, composed of a vacant shopping center and surrounding parking lots. The property owner has been attempting to sell this land and is amicable to a sale to the project developer. The vacant status of this project site aids in the feasibility of a time efficient project. A partnership of entities, (the developer, a local Non-Profit agency, the local Business Improvement District, and the Community Planning Group), are dedicated to securing financing for this project.

3. *There must be general community acceptance and public support for the project.*

The project development process has been overwhelmingly supported by the Community. Two workshops were held at the community library by a local Non-Profit agency and a local Business Improvement Agency in order to receive community input on the project. This project was also presented to the Community Planning Group with favorable reception. There is general community acceptance and public support for this project. Please see attached letters.

4. *The project must contain mixed use.*

The proposed village contains residential, office, retail, and civic space. The residential component of this project will consist of row homes, apartments, and condominiums, at 15-45 units/acre. The mixed-use component will border the transit line and offer subterranean parking, 1 story of retail, and up to 3 levels of residential, up to 30 units/acre. Proposed retail will include neighborhood serving commercial such as: a bank, grocery store, salon, and local small businesses. Proposed community assets will include a Head Start facility, offices for local Non-Profit agencies, childcare facilities, and employment opportunities. Affordable housing will compose 20% of all units.

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5. *The project must be located in an existing or proposed village site on the Strategic Framework Element Opportunity Areas Map.*

The project site is located in a potential village site on the Strategic Framework Element Opportunity Areas Map.

6. *The project must meet a density minimum as designated on the relevant adopted community plan land use map.*

The project site is currently zoned as commercial at 29 units/acre. In order for this project to proceed at the density proposed, a rezoning and community plan amendment will be needed. This will mean rezoning the core mixed-use area to CC-3-4, to allow for intense pedestrian oriented development; rezoning the multi-family residential areas as RM-2-6 to allow for denser housing; and re-zoning the outlying areas as RT-1- (1-4) to allow for single-family townhomes. This will provide a nice transition to the single-family homes surrounding the project site.

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### **Pilot Project Overview**

- *Short Term Goals*

The development team for this project site has the short-term goal of revitalizing an urban, vacant shopping center into a neighborhood center that provides a mix of community amenities and housing rental and ownership opportunities. The project site would provide much needed housing and employment close to transportation, making it easily accessible. This project would develop a greyfield into a neighborhood center, complimentary to surrounding development.

- *Long Term Goals*

The development team for this project site has long-term goals of creating not just a new development but also a successful neighborhood that provides employment, housing rental and ownership opportunities, and transit to the community. Resources such as park space, a community center, and a childcare facility will link to existing amenities such as the community library and elementary school. The adjacent neighborhoods, located on transit corridors, provide future opportunity for expansion of mixed-use projects. This project site has the potential to serve as a catalyst for smart growth in the surrounding community.

The development team that has been established for the project site is unique, and has worked to develop a good relationship with the neighborhood. The developer, local Non-Profit agency, local Business Improvement Agency, and the Community Planning Group are committed to revitalizing this community of the City of San Diego and hope that this project is just the first in a series of developments that benefit the neighborhood. These projects could include: storefront revitalization projects, community gateway developments, a job training center, and a charter school.

- *Organizational Capacity*

The development team, consisting of a developer, local Non-Profit agency, local Business Improvement Agency, and the Community Planning Group, is dedicated to using their expertise and resources to make this project a success. The development team is positioned to buy this land from the property owner, provide permit processing, design expertise, and contacts with lending institutions. The local Non-Profit agency will provide much of the funding and administrative work for coordinating development of neighborhood serving amenities, including the possibility of leasing one of the business centers to other non-profit agencies. The local BIA hopes to form a Business Improvement District (BID) in order to help market and sustain the village and tie it to existing and future development.

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- *Process*

If selected as a finalist, the development team will need to complete an application for permit processing. Second, an environmental review will be needed. As the environmental review is being completed the development team will need to apply for a minor plan amendment to the existing community plan and rezone to allow mixed-use on the site. After the plan amendment, rezoning, and environmental review have been completed the development team may begin to apply for building permits.

Complementing this development process will be an effort to “fill” the village. A team of individuals from the non-profit agency and Business Improvement Association will use the information obtained from public outreach efforts in order to begin leasing space in the buildings to businesses and non-profit agencies. This will include efforts such as establishing the day-care center and community center. The team will also develop the park area and “decorate” the village with urban furniture and public art.

Please see **Attachment 1** for proposed timeline.

- *Resources*

In order to complete the work involved in this proposal request, the development team will seek additional resources from public and private entities. While the development team does have the financial backing to complete this project, it is also interested in pursuing City funding or loan programs made available to mixed-use and affordable housing developments. The development team will also pursue private and public grants for the community center and public art programs. Being that this project will provide 450 units, (20% of which will be affordable housing), and is located next to major transit, the development team will seek the City’s help in establishing a community service center in the village.

The development team plans to continue to support this project until it is complete. This will include aid from the Business Improvement Association and the local Non-Profit agency. The development team would also like to continue to work with the community in future infill and redevelopment projects along the red line transit.

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**Conceptual Site Plan**

Development in a Village Overlay Zone is subject to the following land use minimum requirements: the mixed use core must compose 10%, residential use must be 20%, and public space must compose 10%. The land use for the proposed project, on a 20 acre site, is as follows: 25% or 5 acres mixed use, 50% or 10 acres residential, and 25% or 5 acres public space. The proposed project will provide 450 units for 1300 residents.

See **Attachment 2** for the Conceptual Site Plan Map, and **Attachment 3** for the Site Plan Topography Map.

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**Pilot Village Questions**

*1. How is the project site accessible and visible to the public?*

The project site is very visible; it is located in the community center, near the library and along a frequently used transit line. The site is a greyfield that has become a community eyesore. The community planning area in which the project site is situated is centrally located both in the City of San Diego and the San Diego region. The project site will also be clearly marked by definitive neighborhood signage that follows the character of the community. If chosen, the site has the potential to serve as an excellent demonstration of the City of Villages Strategy.

*2. Does the project site have existing transit service? Are there multi-modal transportation options (transit, automobile, bicycle, pedestrian) to access the site?*

The project site is situated between two existing bus lines with fifteen-minute peak-hour frequencies. The North side of the site is scheduled to upgrade to red line service (on the Transit First network) in 2005. The project site is accessible to bicyclists and pedestrians in the surrounding community by grid pattern streets and pedestrian walkways.

*3. Are there currently employment opportunities within ¼ mile walking distance to the proposed village site?*

There are limited employment opportunities within ¼ mile of the proposed village site, however, there is an office park located within ½ mile of the site, along the proposed red line transit line. While the proposed project is still in the conceptual planning stage, there will definitely be an employment component to the finished village.

*4. Are there currently commercial opportunities in close proximity to the proposed village site?*

There are many commercial uses currently located near the proposed village site. There is a large commercial center within ½ mile of the site that has a chain grocery store, small retail stores, fast food, and a gas station. There are also smaller commercial sites scattered throughout the community along major collector streets.

*5. Does the project site propose to clean up or reuse a brownfield or greyfield?*

The project site proposes to reuse a greyfield (a vacant shopping center).

*6. Are there currently cultural and entertainment activities in close proximity to the proposed village site?*

There are several restaurants located about ½ miles from the proposed site, accessible on the proposed red line transit route. There are two churches within ½ mile of the site. The

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proposed red line transit will also provide opportunities for residents to travel into larger cultural and entertainment centers such as Mission Valley and Downtown San Diego.

*7. Is there a school, library, park, or community center in close proximity to the proposed village site?*

There is a community library located adjacent to the northern edge of the project site. There is a proposed Prop XX elementary school ½ mile from the village site. The project proposes to include a community center.

*8. Does the proposed location have adequate utility capacity for water, sewer, streets, and electricity?*

The proposed location has adequate utility capacity for water, sewer, and electricity. The proposed project will not significantly impact the level of service on the streets.

*9. Are there currently community services such as: health services, non-profit organizations, and/or community service centers in close proximity to the proposed village site?*

There are existing health services and non-profit organizations within 5 miles of the proposed village site. There are proposed sites for non-profit organizations within the village site, and additional health services are a possibility. The development team plans to propose moving the community service center to the village site after it is completed as it will then better serve the whole community and will be easily accessible by transit.

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**Resumes of Project Administrators**

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**Letters of Support**

1. Local Non-Profit agency
2. Local Business Improvement Agency
3. Community Planning Group
4. Local Bank
5. Council District Office
6. City Community Planner
7. Transit Planner at MTDB

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January 13, 2003

City of San Diego  
Planning Department  
Attn: Pilot Village Program  
202 C Street, MS 4A  
San Diego, CA 92101

Subject: Project X Pilot Village Application

To whom it may concern:

I am writing to express my support for Project X, a project submittal for the Pilot Villages Program in San Diego. Project X would serve to revitalize a greyfield, turning a community eyesore into a community asset.

This area of the community is ideal for the Pilot Villages program. It is an urban greyfield surrounded by single-family housing and declining businesses. The fact that this area of the community will soon be connected to the rest of the City through rapid transit makes it a good place for increased employment and housing. The partnership that has been created to submit this project has experience in redevelopment and is supported by the community.

The Community Planning Group supports this project as a good example of planning and as a good opportunity to provide a model for future growth. The Community Planning Group would appreciate your strong consideration of this project as a Pilot Village.

Sincerely,

Jane Doe  
Community Planning Group Chair

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Sample Pilot Village Application  
Attachment 1: Project Timeline

Month:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Process:																		
Project chosen as a finalist																		
Apply for permit processing- 1st cycle																		
Apply for permit processing- 2nd cycle																		
Review by Environmental Analysis Section																		
Apply for grading permits concurrent to EIR review																		
Initiate Community Plan Ammendment																		
Begin Community Plan Ammendment																		
Apply for building permits																		
Public Art Community Outreach program																		
Seek community serving businesses to fill retail/commercial spaces																		
Public Outreach																		

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